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WINE AND ITS USES.

QUETTON ST. GEORGE & CO.

PRICE LIST FOR 1871 & 1872.

IMPORTERS OF PURE WINES AND BRANDIES FROM THE VINE-
YARDS OF MR. ST. GEORGE AND OTHER PROPRIETORS
IN FRANCE, SPAIN, SICILY AND MADEIRA.

No. 30, 34, 36 & 38 KING STREET EAST,
TORONTO.

WINE AND ITS USES.

It has been proved beyond a doubt that wine of a fair quality can be made in Canada, especially in the Niagara peninsula and on the Shores of Lake Erie, while the large extent of land that has been appropriated to the culture of the Vine within the last few years, and the number of intelligent and scientific men who are interesting themselves in it, give assurance that no pains are being spared to make native wine one of our staple productions: when this is accomplished, and pure light wine takes the place of the fiery and intoxicating drinks now so generally and fatally in use, the experience of all wine countries warrants us in believing that to a great extent the temperance question will be solved, and the evils with which temperance societies have been vainly attempting to grapple will be overcome, not by an offensive restriction against which the mass of mankind rebel, but by satisfying a real and natural want with the refreshing and natural beverage graciously given to man to supply it.

The climate of Canada, however, and its severe cold, must necessarily limit its production to light and somewhat acid wines, resembling those of the north of France and Germany; and much of the failure of Canadian vintages may be justly attributed to the endeavour, by the addition of sugar, spirits, water and other extraneous matter, to imitate the more generous and full bodied wines of those hot and arid climates, where the vine flourishes in the greatest luxuriance. We must always remember, that true wine is simply the *fermented juice of the grape*—anything different from this may or may not be wholesome and agreeable, but it is *not wine*, and will fail fully to possess its valuable properties.

France has been for centuries the vineyard of the earth, and to her we must still look, not only for that class of light wines which we may hope eventually to produce ourselves, but, for others in which her surpassing advantages of soil, climate, skill and experience, place her beyond all competition.

"She is able to manufacture, within her own limits, every description of wine: from the harsh product of her northern provinces, to the luscious Malmsey of the south; from her delicious Champagne and Burgundy, which have no equals, to her rich Lunel and Frontignan, with all the intermediate grades of class and quality. The wines of France are grateful and beneficial to the palate and to the health. They do not, by being too strongly impregnated with brandy, carry disease into the stomach at the moment of social joy. They cheer and exhilarate, while they fascinate all but coarse palates with their delicate flavour."

To make it practicable among all classes in Canada easily and cheaply to obtain these wines (whether as a gentle stimulus to health, as promotive of innocent cheerfulness on the few occasions when in this busy country we can enjoy relaxation; or lastly, as a restorative and an anodyne in sickness, and a comfort and support in old age), we are continuing, upon a large scale, the importation from the vineyards, more especially of southern France and of Jerez in Spain, of those kinds which prove to be most adapted to the requirements and taste of our countrymen. Without the assistance of our senior partner, Mr. St. George, who is a native of France and has himself large vineyards upon the Mediterranean coast, this undertaking would scarcely have been possible; but his practical experience as a wine grower, his intimate knowledge of the localities, and family connection and acquaintance among the vineyard proprietors of France and Spain, combined with his long residence in Canada and ample means, have enabled us to attain a degree of present success with a promise of future extension in our business, that we had scarcely anticipated.

Wine as an ordinary beverage has been little known or used in this country, but there is the highest testimony to its value. Professor Liebig thus writes:

"In no part of Germany do the apothecaries establishments bring so low a price as in the rich cities on the Rhine, for there wine is the universal medicine for the healthy as well as for the sick, and it is as milk to the aged."

On the characteristics of wine compared with spirits, the same eminent authority remarks—

"Wine, as a restorative, as a means of refreshment when the powers of life are exhausted, as a means of correction and compensation where disproportion occurs in nutrition, and the organism is deranged in its operation, and as a means of protection against transient organic disturbances, *wine is surpassed by no product of nature or art.*"

And of spirits; he who drinks them

"Draws, so to speak, a bill on his health, which must always be renewed for want of means to take it up. He consumes his capital instead of his interest, and the result is, the inevitable bankruptcy of his body."

Dr. Druitt, also, and his remarks are even more applicable to our dry and bilious climate than to the more moist one of England, in his valuable little work entitled "Report on cheap wines," published in 1861, consequent upon the treaty with France, which admitted wine into England almost duty free, (a work which, both for social and medical reasons, should be read by every one) writes as follows :

"But it is not only in a medical point of view, but as a friend of sobriety and morals, that I venture to advocate the large use of wine—*i. e.*, pure wine—as a beverage. There are large numbers of townspeople, and especially of women, engaged in sedentary occupations, who cannot digest the beer which is so well suited to our out-door labouring population. The very tea which is so grateful to their languid, pasty, flabby tongues, from its astringent and sub-acid properties, and which also comforts their miserable nerves, has this intense drawback that, when taken in excessive draughts, and without a due allowance of substantial food, it begets dyspepsia, and that worst form of it which impels the sufferer to seek a refuge in the gin bottle. Cheap wine would call off the temptation to gin and with an equal bulk of water, would be found in many cases a happy substitute for tea. I know a great deal of the better class of needle-women and milliners' assistants, and speak from experience."

"For purposes of social exhilaration amongst classes who are not out-door labourers, beer is too coarse. Man, as a social animal, requires something which he can sip as he sits and talks, and which pleases his palate, while it gives some aliment to the stomach, and stimulates the flow of genial thoughts in the brain. No one who has ever made the experiment will fail to give the preference to wine over spirits, or can refuse to give a helping hand to any 'movement' that will banish spirits to their proper place, as medicines for the sick and aged, and not as beverages for the healthy. Civilized man must drink, will drink, and ought to drink ; but, it should be wine."

The late unhappy war in France, and subsequent disturbances, have affected our importations less than might have been anticipated, owing to the remoteness of the great wine districts of the south from the seat of hostilities. In some cases, the disorganization of the lines of railway have prevented or delayed the transport of wines from the interior, and more especially from Burgundy and Champagne, but on the other hand, the scarcity of money and the depression of business have enabled us to make some extensive purchases much below the usual rates, and to give our customers corresponding advantages.

As a considerable portion of the demand for our Wines has arisen from the adoption of them by medical men in their professional practice, and their consequently extended use by invalids and delicate persons, it has been suggested to us that a careful analysis of those most used, and especially the cheaper ones, would be useful to show the various proportions of the main constituent parts of each description, so that, in every case, the wine most suited to the requirements of the consumer might be selected.

Professor Croft of the Toronto University, has kindly made this analysis for us, and we annex his report, with the chemical results given in a tabulated form. The higher priced and better known wines being mere articles of fashion and luxury, have not been included in this table, as their number would make it too cumbrous for easy reference.

QUETTON ST. GEORGE & CO.,

Wine Merchants,

34 KING STREET EAST, TORONTO.

UNIVERSITY COLLEGE,

April 25th, 1871.

GENTLEMEN,

I have taken considerable interest in the examination of the Roussillon and other wines of your importing, on account of their being of a character so much superior to what I expected. I have tested them by the processes of Chevallier, Jacob, Vogel, and Esenbeck, and in all cases have found them to be pure and unadulterated wines. The following table will show the relative strengths as regards solid matter, alcohol, alkaline salt, and acid, the latter being calculated per gallon. The alkaline matter is the ordinary wine salt or cream of tartar—bitartrate of potash. The determination of the quantity of astringent matter does not seem to be possible, but its relative proportion can be easily distinguished by taste. The Roussillon Wines and Masdeu and some vins d'ordinaire have a good deal of it, while in the Alicante it is hardly perceptible. The Masdeu has the greatest alcoholic strength of all these wines, and the Alicante most saccharine matter.

NAME.	Specific gravity.	Absolute Alcohol by weight.	Solid Matter, Sugar, &c.	Ash.	Acidity per gallon.
Roussillon Vin Rouge \$1 00 per gal.	1.012	12.17	7.50	0.50	468
Roussillon Port, No. 1 2 00 "	1.018	14.86	9.10	0.80	435
Roussillon Port, No. 2 1 50 "	1.031	12.29	13.50	1.25	461
Alicante 2 00 "	1.033	15.47	14.25	0.30	339
Masdeu 2 00 "	1.077	17.22	10.20	0.40	457
Catalonian Port 1 50 "	0.997	10.24	4.38	0.63	366
Vin d'ordinaire (Lansade) 3 00 per doz.	0.998	8.33	2.07	0.40	621
Vin d'ordinaire, du Midi (brown label). 3 50 "	0.997	10.78	3.06	0.30	629
Vin d'ordinaire (white label) 2 50 "	0.995	8.83	2.04	0.31	630
French Sherry, or Vin blanc d'ordinaire 1 50 per gal.	0.999	15.60	5.07	0.20	317
Vin de Graves 4 00 per doz.	0.991	9.66	2.01	0.21	350

The proportion of Alcohol calculated as proof spirit would be about double that of the alcohol given in this table.

Yours truly,

HENRY CROFT.

MESSRS. QUETTON ST. GEORGE & Co,

SHERRIES.

Mr. St. George last spring again visited Jerez and selected from the Bodega of Don Jose Pemartin a stock of Sherries, which we believe will compare favorably with any other importation.

The old partnership of Pemartin & Co., consisting of Julian and Jose Pemartin, was dissolved about five years ago, each partner taking out his share of capital and stock, Don Jose becoming the sole proprietor of the vineyards. In 1870 Don Julian's business passed into the hands of assignees (see Ridley & Co.'s trade circular, July, August and October, 1870).

Don Jose Pemartin, with the help of the vineyards and excellent old wines which fell to his share, is ably supporting the reputation of the old house of Pemartin & Co.; and knowing the importance of a master's eye in a business, and the great advantage of buying direct from the proprietor without the wasteful interference of agents, we have elected to take our wines from him, and we think our customers will have every reason to be satisfied with the result of the connexion.

	per gallon.	per dozen.
ALMUERZO. A pleasant, light wine. Such as is used by the Spaniards for breakfast ...	\$2 00	\$6 00
PALIDO. Pale, an excellent dinner wine ...	2 50	7 00
MUY PALIDO. Very pale, soft and dry ...	3 00	8 20
VINO DE PASTO SECCO. "Vino de pasto," literally, "wine of repast"—the table wine of the Hidalgos of Andalusia. Very dry ...	4 00	10 60
VINO DE PASTO FINO. Very choice; dry, delicate in flavour and fine aroma ...	6 00	15 50
AMBAR. Rich flavour and full body ...	4 00	10 60
BROWN. Very fine and old ...	4 50	12 00
ORO. A delicious golden sherry ...		18 00

From the south of France we obtain a somewhat similar wine to that of Jerez, but fuller flavoured owing to the difference of soil, and lighter, being free from addition of spirits.

	per gallon.	per dozen.
FRENCH SHERRY, or Vin blanc d'ordinaire ...	\$1 50	\$4 50
VIN BLANC DOUX. ANGLADE, proprietor. Soft, full flavored and fruity ...	2 00	6 00

SICILIAN WINES.

MARSALA, No. 1. An old, dry wine. Soft and delicate ...	3 00	8 20
MARSALA, No. 2. Newer ...	2 00	6 00

MADEIRA.

VINTAGE OF 1867. A rich, full flavoured wine ... \$11 00

PORTS.

RED WINES OF OPORTO, ROUSSILLON AND CATALONIA.

VIN ROUGE DE ROUSSILLON. An excellent rough wine, of the character of a light Port. Mixed with water it makes a pleasant beverage, cheaper, and in this climate more wholesome, than beer ...			
	\$1 00	\$3 50	
ROUSSILLON PORT, No. 2. Full-bodied and fruity; somewhat astringent and very nutritious ...			
	1 50	4 50	
ROUSSILLON PORT, No. 1. Older than the preceding and drier, but full-flavored and with great body ...			
	2 00	6 00	
MASDEU. Styled the "Lafite of Roussillon." The wine of this vineyard bore a high reputation six hundred years ago ...			
	2 00	6 00	
CATALONIAN PORT. From Allela, in the Province of Catalonia. An excellent, sound, dry wine ...			
	1 50	4 50	
ALICANTE. A sweet red wine, of full body, delicate flavour and bouquet, and a great favourite. From its blood-making properties it is most valuable as a restorative in cases of debility ...			
	2 00	6 00	

The Wines of this class especially have been found of great benefit to invalids and delicate persons from their nutritious and strengthening qualities; and being of low alcoholic strength, as compared to those generally imported, they can be used freely and without danger of any inflammatory effect; they have also been those oftenest prescribed and ordered by medical men, from whom we have the most gratifying testimony as to their value.

COLLIOURE VIEUX. From a vineyard near Perpignan. An old dry wine, with all the character of a fine Port ...			
	\$3 00	\$8 20	
PORT. A full flavored Oporto Wine ...			
	3 00	8 20	

BORDEAUX, BOURGOGNES, AND VINS ORDINAIRES.

"There are very few dinner-givers who cannot offer their guests veritable "Chateau-d'Yquem obtained as a favour after some fashion which ought to leave "no doubt of its authenticity. It would be curious to trace the real paternity of "a good deal of this wine. The whole vintage of 1868 Chateau-d'Yquem was "sold this month, and purchased by one firm for (it is stated) the sum of £5,500. "Including all the four qualities derived from the four successive selections of "grape, its quantity did not exceed 138 hogsheads. Nevertheless there will "probably be but few wine merchants who will not in the course of a little time "be able to offer indefinite quantities of wine under this title. Real Chateau- "d'Yquem of the most noted vintages is of course extremely rare, and as much "as £4 a bottle has been given in Bordeaux for 1847 wine by the trade. Occa- "sional reflection on the facts and figures connected with the production of the "most noted vineyards would perhaps sober the enthusiasm of ordinary buyers, "and in the end save their purse. No other false worship has perhaps been "more costly to our wealthy classes than the idolatry of spurious brands."—*Pall Mall Gazette*.

The labelling of common cheap Wines with the names of celebrated growths, such as "Lafite," "Chateau Morgeaux," "St. Julien," &c., is commonly practised in Canada and cannot be too strongly condemned. Wines so labelled are offered here at much lower prices than they could be purchased for at the vineyards whose name they bear; and all that can be certainly known of them is that they are *not* what they profess to be.

The south of France produces abundance of excellent Clarets, known there simply as *Vins Ordinaires*, and this name we use as their true designation. In the southern provinces these wines are commonly used mixed with water, when they form one of the most wholesome and refreshing of beverages.

CLARETS.

VIN D'ORDINAIRE DU MIDI (White label.) A cheap, wholesome Wine, such as is found at all the table d'Hotes in the South of France	... \$2 50	per doz.
VIN D'ORDINAIRE DU MIDI (Brown label.) Richer and fuller bodied than the foregoing, more like the Bourgognes	... 3 50	"
VIN D'ORDINAIRE, CONTE DE LANSADE. An excellent clean Wine of the Bordeaux Class	3 00	"
JONQUIERES. A stout, full bodied Wine, deep color, fine flavour and bouquet	4 00	"
The same in half litre bottles, holding a full pint	3 60	"

This and the *Vin d'Ordinaire* last mentioned are both from Jonquieres, the estate of the Count de Lansade, the former being produced on the lower ground, and the latter upon the uplands, where, owing to some difference in the soil, the quality and bouquet is always in the greatest perfection.

CLARETS (continued).

ST. EMILION.	A well known Wine of Bordeaux, young, but of good body and delicate flavor, imported in the wood and bottled by ourselves ...	\$5 00	per dozen.
ST. EMILION VIEUX.	An old selected Wine, imported in bottles ...	9 00	"
BORDEAUX MEDOC.	A high class after dinner Wine...	7 50	"
CHATEAU LACAUSSADE.	From the estate of Mons. Peycheres. A very choice Bordeaux Wine, soft and mellow, with a delicacy of flavour and bouquet to satisfy the most critical taste...	9 00	"
BORDEAUX VIEUX.	Very fine ...	10 00	"

BORDEAUX BLANCS,

OR WHITE CLARETS.

SAUTERNE, No 1.	Of exquisite bouquet and fragrance	13 00	per dozen.
SAUTERNE, No. 2.	Also a very choice Wine ...	11 00	"
The above are true Sauternes from the Parish of that name.			
VIN DE GRAVES.	An excellent dinner wine, light, mel-low and pleasant ...	4 00	"

This Wine, grown close to the Parish of Sauternes, is commonly sold as Sauterne, which it greatly resembles; and it would be well if nothing worse ever usurped that justly celebrated name.

BOURGOGNES.

BEAUJOLAIS	A fine red Burgundy ...	\$9 00	per dozen.
BEAUNE		11 00	"
CHAMBERTIN.	A red Burgundy of world-wide reputation. This Wine was so highly valued by the Emperor Napoleon I. that in all his campaigns and travels it was provided for his table...	14 00	"
CLOS DE VOUGEOT.	Of full body and extreme delicacy	18 00	"

SPARKLING WINES.

Among the brands of high repute in the Champagne district, and from the banks of the Moselle and the Rhine, we have selected the following, which, from their intrinsic qualities, we can confidently recommend as being sure to give satisfaction at their respective prices :

CHAMPAGNES.

		Quarts.	^{per} dozen	Pints.
GRAND EPERNAY...	...	\$15 00		\$8 50
BOUZY SEC. Dry and delicate	...	18 00		10 00
JULES MUMM. Private stock. Full flavored and fruity,	...	20 00		11 00

SPARKLING MOSELLES.

THE PEARL OF THE MOSELLE. A most delicious

Wine Creamy, dry, and exquisite aroma	...	24 00		
NONPAREIL. Only excelled by the Pearl	...	22 00		
FIRST QUALITY. A fine dry Wine	...	18 00		10 00
SECOND QUALITY. Full bodied and excellent	...	15 00		8 50

SPARKLING HOCKS.

NONPAREIL. Brilliant, creamy and dry...	...	24 00		
FIRST QUALITY. ...	...	20 00		11 00
SECOND QUALITY. More fruity	...	14 00		8 00

The bouquet of all these Sparkling Wines is excellent.

STILL HOCK AND MOSELLE.

RHINE WINE. Vintage of 1868. A fresh light Wine...	...	4 00		
RHINE WINE. Vintage of 1865. With more body; fine flavour and bouquet	...	6 00		

We receive both the above Wines from Eltville in the Rhinegau, near Johannesburg.

ERBACH	...	9 00		
MOSELLE ZELTING	...	11 00		
NIERSTEINER. A great favorite	...	12 00		
MARCOBRUNNER	...	18 00		
LIESFRAUMILCH	...	24 00		
STEINWEIN IN BOXBEUTEL	...	20 00		12 00
STEINWEIN CABINET IN BOXBEUTEL	...	32 00		18 00
STEINBURG CABINET	...	50 00		
JOHANNISBURG	...	50 00		
ASSMANSHAUSER CABINET. A fine red Hock	...	32 00		

VINS DE LIQUEURS.

	per gallon.	per dozen.
WHITE ALICANTE. From the same grape as the red, but in process of making, the grapes are pressed and the juice only fermented...		\$7 00
MALVOISIE or Maimsey. A sweet, fragrant white wine of delicate flavour		9 00
MUSCAT DE FRONTIGNAN. One of the most celebrated sweet wines of France, of exquisite fragrance and bouquet		12 00
GRENACHE. A rare and exquisite old wine of Rousillon		12 00
RANCIO, COLLIOURE. From near Perpignan; its age, softness and body make it of great value in illness or debility		14 00

VERMOUTH.

A Wine in which, at time of fermentation, bitter oranges are mixed with the "Must" or pressed grapes. It is valuable as a tonic and as a preventive against ague, where malaria prevails. Its use on the Mediterranean coast is almost universal, and in this country it has been most favorably received by the medical profession, and prescribed by them to their patients. It has a slight fragrant bitter, and is very pleasant in taste ... \$7 00 per dozen.

LIQUEURS.

	per bottle.
	Quarts. Pints.
CREME DE MOKA. A fine distillation of coffee, much used in France	\$1 50
CREME DE MENTHE. Distilled in L'Herault from the Mountain Peppermint. The flavor is very fine, and it should be kept in every house as a stomachic	1 50

The above are in litre or full quart bottles.

FROM WYNAND FOCKINK OF AMSTERDAM.

ORANGE CURACOA	\$1 75	
GREEN CURACOA ..	1 75	\$0 95
EAU DE VIE DE DANTZIC	1 75	
CHERRY BRANDY ...	1 50	

QUETTON ST. GEORGE & CO'S PRICE LIST.

11

BRANDIES.

THE TWO FIRST ARE PUT UP IN THE FRENCH LITRE BOTTLES, HOLDING
A FULL QUART.

	per gallon.	per dozen.
EAU DE VIE BLANCHE DE LANGUEDOC. Pure white Brandy without flavouring matter or coloring, distilled for us under Mr. St. George's supervision in Languedoc, from wine selected by himself ...	\$3 00	\$10 00
COGNAC VIEUX		12 00
COGNAC VIEUX VIEUX. Very old and fine—of a quality and bouquet rarely met with ...		22 00
MARTELL, HENNESSEY, and VINE GROWERS' ASSOCIATION		

WHISKIES.

EUREKA OLD RYE. From Chippewa	1 20
EXTRA PURE MALT	1 20
OLD SCOTCH. Loch Katrine	2 50
DUNVILLE'S IRISH. In cases	

GIN.

SCHIEDAM. In bottles	9 00
HOLLANDS. In wood	1 80
BESTE SCHIEDAMMER GENEVER. From Wy- nand Fockinck. Exceedingly fine ...	12 00

RUM.

OLD JAMAICA	2 00	6 00
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MACCARONI, FINE SALAD OIL, CASTILE SOAP, OLIVES.

TERMS:—Cash at time of leaving Order.

Cases to contain 1 dozen, 20 cents; to contain 2 dozen, 25 cents extra.
Full price allowed for Bottles and Cases returned in good order.
ORDERS by mail, containing remittances, promptly attended to.

QUETTON ST. GEORGE & CO.

PREMISES 30, 34, 36 & 38 KING STREET EAST.

WINE FOR SACRAMENTAL USE.

During last Season we had numerous enquiries for a pure wine to be used in the Holy Communion; a number of Clergymen concurred in selecting the "Alicante" as most suitable for this purpose, and it has been used in many Churches in this Diocese. We have taken especial pains in our importation of Alicante this year, Mr. ST. GEORGE having purchased it from a vineyard near Villeveyrac, in the Department of l'Herault, where it is produced of the finest quality. From the Vineyard it has been forwarded to us direct in our own Casks, and we are thus enabled from our personal knowledge to guarantee its purity.

The Alicante is a sweet red wine of delicate flavour, and is nearly identical with the Tantilla so generally used as Communion Wine in England, under the name of Tent. The price is Two Dollars per gallon, or Six Dollars per dozen in bottles.

The following gentlemen have kindly allowed us to refer to them :

VEN. ARCHDEACON FULLER,
REV. JAMES BEAVEN, D.D.
REV. T. B. READ, D.D.
REV. EDMUND BALDWIN,
REV. WM. STEWART DARLING,
REV. A. WILLIAMS,
REV. J. D. CAYLEY,
REV. W. H. DAVIES, D.D.

QUETTON ST. GEORGE & CO.

TORONTO, JUNE 21st, 1870.